Established in 2008

"बेटी बचाओ, बेटी पढ़ाओ"

Jayoti Vidyapeeth Women's University, Jaipur

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A COMPARATIVE STUDY ON ASSERTIVENESS IN MARKETING TO INDUCE PURCHASE DECISIONS AMONGST SHOPPERS AND SELLERS IN DELHI/NCR

Submitted by

HITESH KUMAR CHADHA

Enrollment No :

JVR-l/22/10091

Under the Guidance of

DR. NARENDRA SHARMA

Department of Management & Commerce

Faculty of Law & Management

A Synopsis

Proposal Submitted in

fulfillment of the requirements for the award of the Degree of

DOCTOR OF PHILOSOPHY

(MANAGEMENT)

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Author's Note

Due to my almost thirty years of experience in sales and marketing for FMCG, automobiles, banks, as well as education marketing, teaching, and soft skills during the past twelve years, I have had practical exposure to the dynamics of sales and marketing in a variety of contexts. The results of my previous endeavours encouraged me to choose admission to a doctoral program where I could apply my theoretical knowledge and conduct research on the Cause-and-Effect relationship between soft skills and marketing methods used by different companies that result in conversions and revenue production for profitability.

Problem Statement

Professionals believe they understand assertiveness in marketing, yet they frequently misinterpret one of those vanishing soft talents. This promotes comprehension, empathy, and effective listening techniques. Being confident and self-assured without being confrontational, and being able to express your opinions and feelings in an appropriate and effective manner. For long-term business success, assertiveness is seen as a versatile soft skill.

Abstract

In his research proposal, he discusses the cause-and-effect relationship between sales conversions/revenue generation and assertive marketing strategies utilized by various commercial enterprises to increase profitability in the thriving consumer industry. It will be easier to comprehend consumer buying behaviours like compulsive and impulsive nature prior to making a purchase decision if sales and marketing are defined in only two terms as an induced purchase and sales and service, respectively. Provocation has also occasionally been observed to be used by marketing firms as a powerful strategy to encourage a favourable purchasing decision.

Objective

The research proposal's final objective is to survey offline and online consumers in Delhi/NCR who frequently encounter distinctive marketing strategies used by businesses on physical and virtual platforms, such as retailing through shopping malls and e-commerce. The goal of the study is to identify the buying patterns of Consumers or

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Customers when exposed to it, as well as to determine whether Soft Skills like assertiveness plays any significant influence in increasing Sales conversions to make more profits for businesses.

Hypothesis -An Introduction

For sales and marketing professionals, assertiveness is defending your position without resorting to a coercive conversion attack. Assertiveness is the focal point while resolving objections from any forceful customer, client, or consumer. The following may serve as the basis for several strategies to deal with the stakeholders:

- Aggressive customers, clients, or consumers can be confronted by assertive sales or marketing professionals without fear of saying "no" or taking other action.
- They can argue that they can prove to the aggressive side in negotiations that they are acting unreasonable.
- They can always act empathetically toward others and emphasize that they have rights and obligations.
- They can also persuade reserved, uncommunicative Clients, Customers, Consumers, or Users to speak up and clearly communicate their needs and intentions.
- By considering the responsive purchasing patterns of the aforementioned affected parties, assertiveness facilitates wise decision-making for developing marketing strategies.

Importance of assertiveness in Field Sales and Marketing jobs

It is now obvious that assertiveness is the crucial marketplace midpoint. Aggressive business people incite fear and are perceived as problematic in such a work atmosphere. They maintain tension during negotiations that should not exist at any level. They might not always be aware of how they come across, though. Aggressive business parties can communicate effectively and respect others' demands by being encouraged to tone it down a bit.

Business parties who are passive frequently fail to communicate their needs clearly. They occasionally fail to communicate at all, which causes misunderstandings and miscommunication; as a result, teamwork degrades and conflict intensifies. Additionally,

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timid people expose themselves to criticism when they make insulting comments and other parties in a commercial situation profit from it.

Professionals in aggressive field marketing and sales convey a sense of confidence and act with it. They support the passive and resist aggressive corporate parties. When they are not prepared according to standards, they are not scared to say "no" to bargains. Additionally, they aren't concerned about deflecting criticism when conducting business or relying on others to boost their credibility. For job happiness and the overall success of the company, this confidence is essential.

Methods

Research Approach options

There are two types of research methods that can be used. The first type of inquiry is inductive, while the second is deductive.

Inductive research

The theory and hypothesis will be defined and formulated after the data has been collected. Using the inductive method can aid in the generation of fresh concepts. It is also possible that the findings of inductive inquiry may not be entirely accurate because they may have been reached through more generalized empirical observation.

Deductive approach

This could be done in a study where conceptual and theoretical framework is constructed and then empirical observation is used to evaluate it; as a result, specific cases would be inferred from general conclusions. Moving from the general to the particular will be the term used to describe the technique. A theory or hypothesis will be developed, and research will be done to support or test the theory in order to reach a logical conclusion.

Drawing a conclusion from the theory: At this point, the correlation between the two variables—aggressiveness and induced purchase—can be established and then put to the test.

Formulating the hypothesis in operational words, which suggests a connection between the previously mentioned two variables: The two variables can be defined and

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measured at this stage. How the two variables are related to one another and how any changes might impact them.

This operational hypothesis is being tested at this stage, and I may use an experiment or another type of research methodology to do it.

Analysing the specific result of the investigation: At this point, the research's findings will be compared to the hypothesis to determine whether they support it or not.

Modifying the theory as necessary in light of the results: At this point, if the findings indicate that justification is required, the theory needs to be changed.

In order to conduct research on whether customers can maintain and understand assertiveness displayed by business parties toward them and originate and analyse the necessary facts required to achieve the research objective, I will choose to use a mixed approach that combines the inductive and deductive methods.

Data collection

Quantitative research

In order to comprehend assertiveness in marketing and sales, it is necessary to collect numerical and statistical data, analyze that data, and apply statistical tests using a qualitative method. This approach is more subjective in nature and entails looking at and considering perceptions.

Qualitative research

There will be some sort of goal in mind when conducting research. Research is crucial to finding the answers and coming to conclusions. Therefore, picking the appropriate research strategy and research methodology is essential to achieving the research's goal. As a result, in order to produce the study's final findings, I will make an effort to gather both primary and secondary data from trustworthy and pertinent sources.

Collecting and using primary data

Primary data will be gathered for a specific cause or goal. It will be gathered, particularly if sufficient or pertinent data cannot be found in secondary sources. The responder must comprehend the purpose of the study because first-hand information will

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be immediately gathered via the field survey. The respondent will be better able to answer the questions from the researcher's perspective rather than their own.

The questionnaire surveys

The respondent will receive a set of the questions. The replies will be required to fill in the responses to the pre-set questions. This would save money, take less time, and be effective. As a result, the respondent is supposed to be truthful, and my personal ideas shouldn't sway how they react to questions.

Pilot testing

The MBA students at the KIET Group of Institutions in Delhi/NCR will distribute the questionnaire once it has been designed and written. Some of these students might be hired or pursue internships at various businesses in various industries. I might therefore get feedback on the questions' organization, flow, and interrelationship. These responses will make it easier for me to modify the questionnaire as needed.

Interviews

In order to gather in-depth information and accomplish the research goal, I have chosen to conduct semi-structured interviews.

Secondary data

There is information available in books, journals, newspapers, articles, and online. I will browse a variety of books, journals, articles, and the internet to increase the effectiveness of my research. The collection of both primary and secondary data will help to more effectively answer the study topic.

Reliability and Validity

The importance of reliability and validity in study design will be highlighted in order to lower the likelihood of providing the incorrect response. As a result, careful consideration will be given to both the planning of the research and the selection of the sample. Additionally, the material will be gathered from trustworthy and dependable sources. To prevent any impact on the outcomes, the surveys that are not fully completed will also be eliminated.

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Ethical issues

The companies conducting the poll will be reassured that this research is actually for educational purposes and won't be made public. Because of this, I shall take extra precautions to protect the privacy of the data I gather to prevent its exploitation by third parties.

Results

Solution for businesses to a lack of assertiveness

- The interpretations and recommendations will offer a straightforward way for marketing and sales professionals to permanently exercise assertiveness as a soft skill for true and long-term success and experiencing resilience throughout the current COVID-19 pandemic for Survival of the Fittest.
- In this context, marketing and sales firms may make up for their enormous revenue losses in the future by incorporating other soft skills attributes, such as critical thinking, complex problem solving, and using emotional intelligence in business transactions, to be established as essentials in creating remote marketing and sales strategies with a virtual interface using digital platforms to interact with their faithful clients/customers for a sustainable return on investment.

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